

ACTIVITY REPORT

2011
2016



UNITEE

New European Business Confederation



WORD OF THE PRESIDENT

Dear Reader,

the past five years have been very dense for the European Union. From the financial crisis to the rise of populism, a series of phenomena has brought about a profound crisis of values, putting into discussion the way the EU looks at itself.

Many issues have contributed to this situation. First of all, the migration crisis has emerged to be the main challenge to the EU's stability, as proven by the inability of Member States to deal with it. Secondly, the issues arising in some countries, from Greece to the UK, have cast doubts on the EU's resilience.

Moreover, the political environment in many Member States has continued to show a worrying slide towards eurosceptic and extremist parties. On the other hand, traditional, pro-European parties appear to have slowly but steadily lost support everywhere.

Finally, the EU has still proven unable to impose its leadership as an innovative and competitive economic global actor, notwithstanding its enormous potential and talent.

Since its foundation in 2011, UNITEE has been on the forefront of these challenges, trying to propose a viable solution. This solution has been based on the potential of New Europeans: an economically strong, socially sustainable Europe, whose future depends on the ability to integrate and engage its diverse talents.

In this period, we have been flexible and innovative at the best of our potential, representing and supporting New European entrepreneurs and business professionals' voice in the capital of Europe and therefore contributing to the growth and development of European SMEs, the backbone of our economy. Another area of our action has consisted in leading to some policy change, advising the European institutions on migrant entrepreneurship. Finally, I am proud to acknowledge that UNITEE has contributed to put migration, and its correct management, at the centre of the European agenda.

These achievements have been realised through our policy and advocacy work and high level conferences and roundtables. Or through the successful organisation of the New European Days, a 3-day event putting together business, culture and politicians to show the power of diversity. Or again, with the expansion of our message through new partnerships and connections with stakeholders in Brussels and beyond, as the memberships of the European Movement International and of Friends of Europe show.

Finally, as President of UNITEE, I have witnessed first-hand the efforts undertaken by our members and our staff in shaping the Europe of the future. The results we have achieved so far have been possible only because we worked all together as a team, and for that I heartfully thank all those who have taken part in our mission. It is then with great pride that I share with you the present Activity Report, that presents a selection of the most relevant accomplishments on the first 5 years of UNITEE's life, with the conviction that they have been the beginning of a long story.

Dr Adem Kumcu

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UNITEE

UNITEE: FIVE YEARS AND COUNTING



UNITEE, the first European organisation representing entrepreneurs with a migrant background, is the result of intracultural and intercultural exchanges, in all its form: of goods and services, skills, ideas, people and hope.

UNITEE finds its roots in the 60s when, pushed by the economic boom of many Western European countries, workers from Turkey and other countries came to work in Europe, in order to find a better life, under the German name of *gastarbeiter*. This caused an influx of migrant workers to Europe, with strong differences between countries: if Germany became the destination of choice for Turkish people, France received people from its former colonies in Africa. But all these individuals who decided to leave their home countries had one thing in common: they were moved by a desire to improve their lives, and they were brave enough to decide to start anew somewhere else.

After the oil crisis of the 70s, European economies slowed down. As a consequence to the enhanced difficulties in finding jobs, many migrants decided to set up their own businesses. In this they were helped by their multiple backgrounds, that allowed them to cater to still underserved niches of ethnic products, and by their increased entrepreneurial approach. The guest workers started to become citizens.

From then on, some of these entrepreneurs decided to join forces in order to have a stronger voice at the institutional and economic level. The first association representing entrepreneurs with a Turkish background was founded in the Netherlands in 1995.

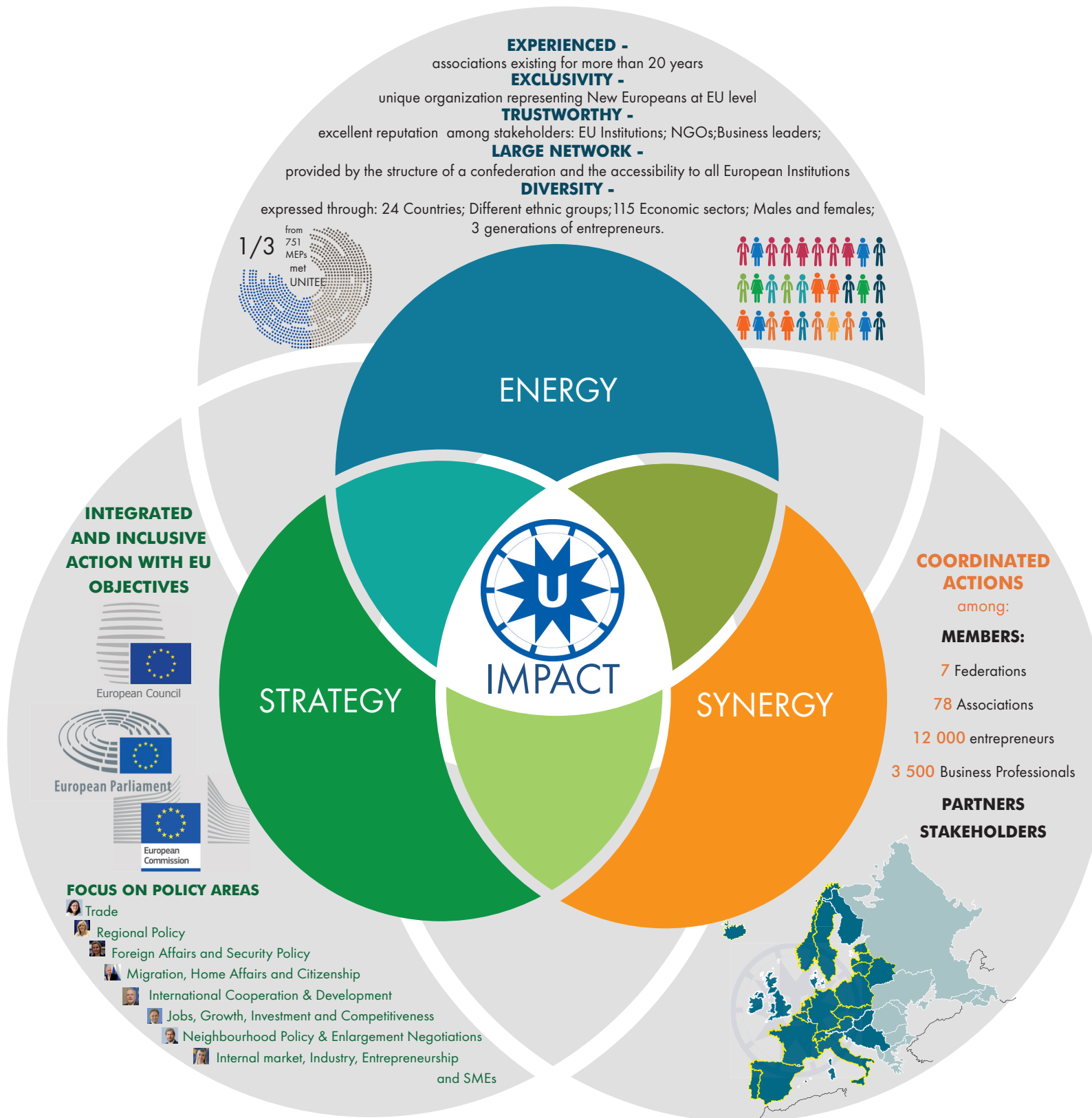
Following the successful model of this first association, within three years eight business associations were founded in the Netherlands. In 1997 *Betiad*, a Brussels-based association, was established. In 2004 came the turn of *Fatiad*, based in Paris. Across Europe, similar local associations were set up and, in turn, formed national federations.

The story does not end here. In fact, it is just at the beginning. In April 2011, it was the turn for a Confederation at the European level to be established, with the aim of institutionalising the informal links and exchanges that had been growing between the existing organisations. In another period of economic crisis, in which migrants all around the EU were starting to be perceived negatively, the different local associations representing The time had come to contribute to a change in the narrative on migration at the EU level. UNITEE was born in order to advocate and represent the voice of New Europeans. Dr Adem Kumcu, a multilingual and committed European of Turkish origin and Dutch nationality, was appointed as its first President.

In the five years since its birth, UNITEE has achieved a lot of successes, establishing itself as the main voice in the EU representing entrepreneurs with a migrant background. Thanks to its role at the heart of Europe, it has contributed to change the narrative on migration and diversity, building strong relationships with other organisations and the EU institutions based in Brussels.

OVERVIEW

UNITEE plays a crucial role in Europe as it is the only organisation representing entrepreneurs and professionals with a migrant background, whom we refer to as « New Europeans »: people who live in Europe but have connections with more than just the country where they live.



UNITEE represents entrepreneurs and business professionals with a migrant background, most of them of Turkish descent, whom we refer to as 'New Europeans'.

New European entrepreneurs and business professionals live and work in a European country but have ties that go beyond their current country of residence, thus possessing a dual or plural cultural and linguistic background.

New Europeans' contributions

JOB CREATION

As self-employed and employers, immigrant entrepreneurs generate jobs (for themselves and for others), and immigrant entrepreneurship plays a crucial role in uplifting urban and rural regions suffering from economic slumber or demographic fall.

INNOVATION

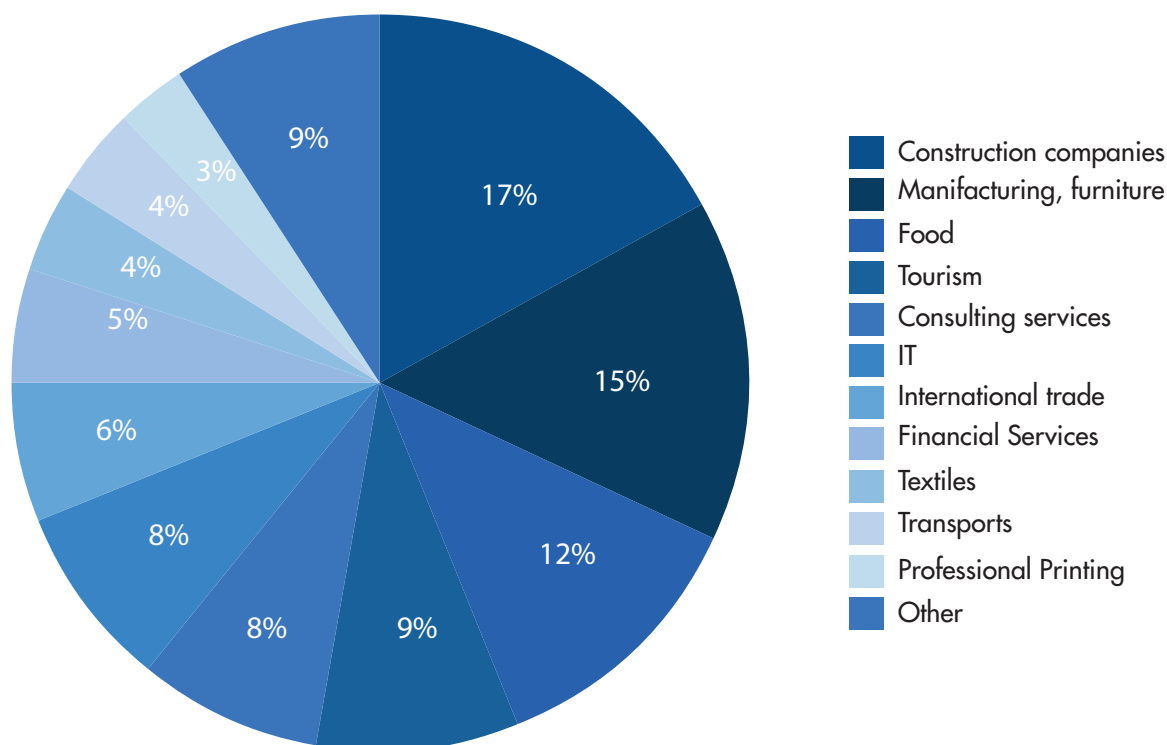
These entrepreneurs bring to Europe a cultural diversity recognised to be a source of creativity. More creativity means more innovative goods and services, with high added value and an increased economic competitiveness.

INTERNATIONAL TRADE

Finally, by using their double linguistic and cultural abilities and their transnational relations, they represent a considerable plus for the internationalisation of European SMEs.

Areas of activities

Our members do not only produce for their own ethnic niches. They are now present in more than 115 sectors, increasingly entering growth sectors such as finance and ICT.



VISION

UNITEE works for:

AN ECONOMICALLY STRONG EUROPE ...

UNITEE aims at strengthening European SMEs, the backbone of the EU's economy.

... SUSTAINABLE, SOCIAL AND SMART

The EU's economic growth should be a "healthy" one, namely respecting the citizens' well-being and their environment.

... DRAWING ITS STRENGTH FROM THE DIVERSITY OF ITS CITIZENS

In particular, our ambition is to reach definite open-mindedness towards New Europeans' assets for EU countries.

... SEEKING DEEPER ECONOMIC RELATIONS WITH THE COUNTRIES OF ORIGIN OF OUR MEMBERS

UNITEE aims at fostering our members' role as economic bridge between Europe and their country of origin

MISSION

To create the Europe that we envisioned, we believe that our members have a key role to play. Indeed, due to their dual cultural and linguistic background, as well as their entrepreneurial spirit, New European entrepreneurs and business professionals constitute a major asset in terms of international trade, but also with regard to job creation and innovation.

Our mission is therefore to represent and support New European entrepreneurs and business professionals through:

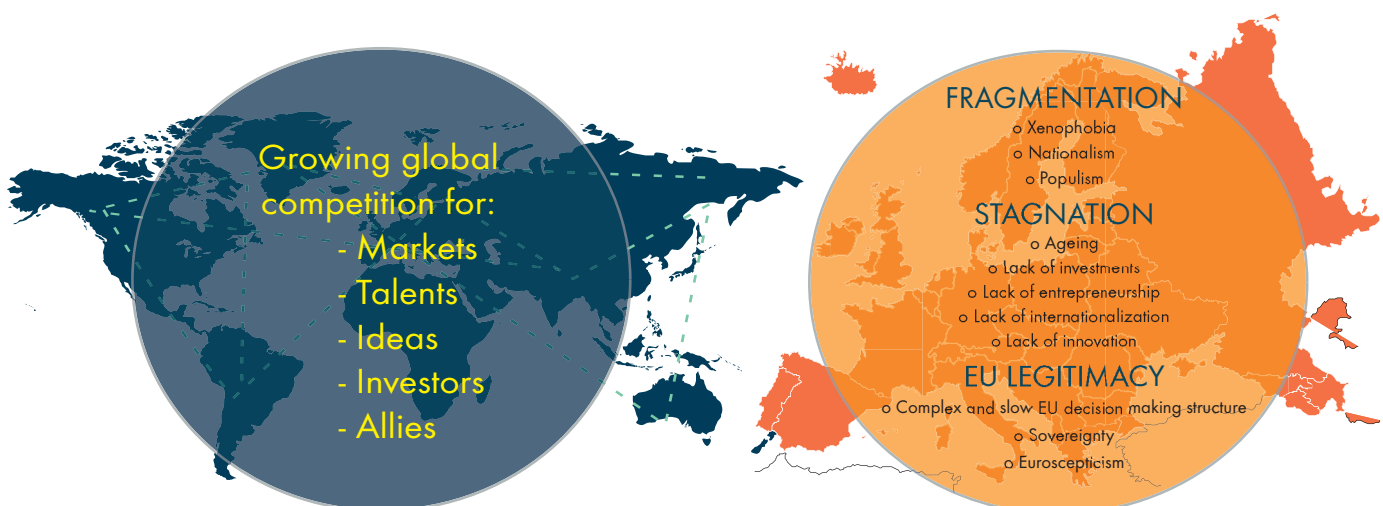
EUROPEAN ADVOCACY:

Advocate our members' interests to local, national and European public authorities

OTHER SERVICES:

Provide a wide range of services to our members to aid in their economic, social and cultural development. We encourage them to play a stronger role in their country of residence and at the European level.

CHALLENGES



FROM EURO-TURKISH TO NEW EUROPEAN

2014 was a pivotal year for UNITEE. Indeed, in September 2014 the decision was taken to change our name from “European-Turkish Business Confederation” to “New European Business Confederation”.

The adoption of the new name responded to our vocation to embrace entrepreneurs and business professionals in Europe coming from all migrant background: those we refer to as new Europeans, “people who live and work in Europe, but have connections with more than just the country where they live”.

Even if the majority of our members have a Turkish background, UNITEE’s vision since the beginning has always been to emphasise the role of all New Europeans in making a stronger, more sustainable and more innovative Europe. In particular, UNITEE has always pointed to the fact that the EU draws its strength from the diversity of all its citizens, and that all entrepreneurs and business professionals with a migrant background bring an equal added-value to the European Union.

The change of name, then, was introduced to bring closer UNITEE’s image to its core aim. The organisation’s vision, mission and values all remain the same.

Since its name change, UNITEE has continued to bring forward the invaluable asset that our members, wherever they are from, possess: a multiple cultural and linguistic background, which is most welcome in times of market globalisation and increased competition.

UNITEE will continue to advocate for the New European entrepreneurs and business professionals, with the belief that it is exactly the diversity they represent and bring about that will bring a great value-added to their European home.



The background of the slide features a photograph of two men in business suits seated at a table. The man on the left is seen in profile, wearing glasses and looking towards the right. The man on the right is looking forward with a thoughtful expression, his hand resting on his chin. A large, semi-transparent blue star, reminiscent of the European Union flag, is superimposed over the lower half of the image. The word "ACTIVITIES" is centered in white, uppercase letters across the middle of the slide.

ACTIVITIES

ACTIVITIES

Since its foundation in 2011, UNITEE - The New European Business Confederation, has been the initiator, the organiser or the participant of a series of many different activities and events. From conferences to roundtables, from trade missions to business fairs, from acting as a bridge between the private and the public sector to becoming one of the most respected voices in the EU policy environment, UNITEE has always strived to set the agenda on a constantly evolving European agenda.

The wide-ranging variety of UNITEE's accomplishments so far stems from the complexity and depth of its vision. They have all been based on UNITEE's vision for Europe: a vision that calls for an **economically strong Europe**, that is **sustainable, social and smart**, based on the acknowledgement and the full inclusion of the **diversity of its citizens**, as embodied by New Europeans, and on **mutually fruitful relations with the countries of origin** of its members.

Realising such an ideal in practical terms has pushed UNITEE's team, over the course of the years, to embark itself on a wide-ranging series of challenges and tasks that sometimes were outside of its "comfort zone". A task that has always been met, nevertheless, with passion, enthusiasm and professionalism, in a way that has made UNITEE what it is today: the main organisation in Europe representing entrepreneurs with a migrant background.

To give an in-depth account of what UNITEE has done, and how it fits into its general vision, the following pages will present an overview of its activities since its foundation. The different activities will be presented based on which of the four parts of UNITEE's vision, as they have been expressed above, they refer to: an economically strong Europe; strong, social and sustainable; drawing its strength from the diversity of its citizens; seeking deeper economic relationship with the countries of origin of UNITEE's members. In

AN ECONOMICALLY STRONG EUROPE



SUSTAINABLE, SOCIAL AND SMART



DRAWING ITS STRENGTH FROM THE DIVERSITY OF ITS CITIZENS



ECONOMIC RELATIONS WITH COUNTRIES OF ORIGIN



ENTREPRENEURS MEET EMBASSIES



Internationalising our members

From 2011 to 2013

Grasping the opportunities offered by foreign markets is of paramount importance for European SMEs to grow and prosper. New European entrepreneurs' transnational relations are an invaluable asset in this regard. UNITEE, therefore, aims at increasing its members' existing potential for internationalisation by showing investment opportunities as well as concrete success stories and best practices on internationalisation.

Entrepreneurs meet embassies (EME)

Our series of events 'Entrepreneurs Meet Embassies' served as a forum for diplomats, trade organisations and entrepreneurs to meet and exchange ideas on investment and trade opportunities in the selected country. Following on the successful model pioneered by UNITEE, our federations are now organising their own EME events.

Trade missions

Following on from the «Entrepreneurs meet Embassies» featuring the Baltic States, UNITEE organised trade missions to Estonia, Latvia and Serbia. Entrepreneurs who attended the missions were introduced both to important business contacts and government officials.

| EME | COUNTRY | LOCATION | NUMBER |
|-----|----------------------------|---------------------------|--------|
| 1 | Italy - Portugal | BETIAD | 70 |
| 2 | Bulgaria - Romania | BETIAD | 50 |
| 3 | Estonia, Latvia, Lithuania | European Parliament | 60 |
| 4 | Poland | Polish Embassy, Brussels | 60 |
| 5 | Finland | European Parliament | 45 |
| 6 | Serbia | Serbian Embassy, Brussels | 55 |

TTIP: FEARS OF THE UNKNOWN



Conference: TTIP - Fears of the unknown

28 April 2014, Brussels

Negotiations for the Transatlantic Trade and Investment Partnership (TTIP), a trade agreement between the EU and the US, began in July 2013.

2014 could have seen the trade talks being brought to a conclusion. However, to many, the negotiation process seemed opaque, excluding social partners. This leads to fears about the TTIP's impact on important issues such as SMEs and on workers' rights.

UNITEE, in close collaboration with CESI, the European Confederation of Independent Trade Unions, and U4U, Union for Unity, organised the lunch-time debate.

The panel was composed of:

- Jan SCHMITZ, Trade negotiator in the European Commission
- Romain PARDO, Policy Analyst at the European Policy Centre
- Paul DE CLERCK, Head of the Economic Justice team, Friends of the Earth Europe
- Andreas GALANAKIS, Policy Director, American Chamber of Commerce to the European Union

The panel was introduced with a welcome statement from Romain WOLFF, CESI President, moderated by Bernd HUTTEMANN, Secretary General of European Movement Germany, and ended with a closing statement of Dr Adem KUMCU, UNITEE President.

THE COSTS OF NON-EUROPE



Conference: The costs of Non-Europe

15 October 2014, Brussels

The economic crisis of the past years triggered a rising sentiment of Euroscepticism and pro-nationalism all over Europe.

Instead of more European integration, Eurosceptics argue for a course change and wish for a return of powers to national states.

However, the European Parliamentary Research Service published an extensive report, 'Mapping the Cost of Non-Europe 2014/2019', which suggests that if EU policies in certain areas would be pursued over time, the economic benefit for the member states might be as much as €90 billion.

Accordingly, UNITEE and The European Movement International (EMI) organised the conference in order to discuss the limits and opportunities of European integration, taking into account both the Eurosceptic sentiments but also the costs of non-integration.

On that occasion, the speakers were:

- Klaus WELLE, Secretary General of the European Parliament – whose office was responsible for the report publication;
- Isabelle DURANT, Vice-President Union of European Federalists;
- Peter FAROSS, Secretary General of UEAPME.

The panel was introduced with a welcome statement from Jo LEINEN, President of EMI, and moderated by Kristina BELIKOVA, EU affairs correspondent at GBtimes.

STRATEGIC PARTNERSHIP WITH UEAPME



Partnership with UEAPME

2014, Brussels

UNITEE, the European-Turkish Business Confederation and UEAPME, the European Association of Craft, Small and Medium-sized Enterprises have entered a Strategic Partnership agreement to perform jointly on common focus and fields.

The Brussels-based organisations have entered the partnership in 2014, to strengthen ties between them, aiming on enhancing the support on European SMEs in their key areas of interest, namely economic, entrepreneurial, environmental, social and legal affairs.

Supporting SMEs

UNITEE and UEAPME support European SMEs by:

- Analysing the role of SMEs in European economies and the challenges they face and identify the ways in which they can improve their performance in the EU economy.
- Boosting job creation and innovation through encouraging entrepreneurship
- Helping to achieve a sustainable and healthy economic growth, respecting citizens' well-being and their environment.
- Searching for ways to improve workings within the EU internal and exports markets.

FREE MOVEMENT OF PROFESSIONALS



Conference: Free movement of professionals

6 June 2015, European Parliament, Brussels

On 16 June 2015, UNITEE in collaboration with ECAS and EPN organized a panel on Free Movement of Professionals at the European Parliament.

The event was co-hosted by Ms. Eva PAUNOVA, MEP and Mr. Jo LEINEN, MEP.

Mr. Selçuk Gültaşlı, EU correspondent at Zaman Media Group, started the panel by indication the necessity and importance of further developing Free Movement of labor and professionals in order to achieve a functioning single market.

Ms. Paunova was then introduced to give keynote speech. Ms. Paunova underlined that free movement of professionals is one of the key pillars of the Europe 2020 strategy. Moreover she noted that “we do need thriving businesses in Europe and businesses need international professionals”. The need for new legislation that promotes ease of mobility across borders was also stressed.

Mr. Jorg Tagger, deputy head of unit at DG employment gave the second keynote speech. Mr. Tagger saw the Free Movement of labor as one of the key pillars of the internal market. He explained that labor mobilization is becoming a hot topic and that the commission is proposing a balanced approach to labor mobility.

Ms. Assya Kavrakova, Director of ECAS, focused on the importance of free movement of professionals as a contributor to advances in economy as well as democracy. She indicated “studies reveal that Erasmus students are better positioned to find job after graduation due to their international experience”.

Mr. Giovanni Collot from UNITEE noted that the Free Movement of professionals aided in creating a common market and cultivating New Europeans. Immigrants that travel to Europe bring with them growth and innovations due to their experience in so many different cultures. He did point out that education, or lack thereof, can be a challenge.

Mr. Melih Erdem Koçtepe, business consultant at Benson & Winch, took up the topic from a business perspective. He noted that there is lack of candidates in some sectors, despite relatively high employment rates. For this reason, companies hire talent from countries like India or China rather than Europe.

Mr. Matthias Busse, researcher at CEPS, indicated that despite all the benefits that the Free movement of Labor would bring, there are still significant challenges. Professionals have sought to move across borders due to the recent crisis, but they experience language and bureaucratic hurdles. There is also uneven mobility of professionals. In order to enable better conditions, we should tackle language and bureaucratic barriers.

MEETING WITH COMMISSIONER VESTAGER



UNITEE meeting with Margrethe Vestager, European Commissioner for Competition

31 August 2015, European Commission, Brussels

On Monday, 31st of August, UNITEE had the opportunity to meet Margrethe Vestager, European Commissioner for Competition, in her office in the Berlaymont Building, Brussels. During the conversation, the Commissioner went through her most famous cases, against Google, Gazprom and General Electric among the others, highlighting how enforcing competition is a fundamental tool in the functioning of the EU Single Market: it not only protects the customers, it also favours innovation and growth. "We have three objectives in our work", the Commissioner pointed out. "To have affordable prices, good quality and innovation. And to have that, you need a number of businesses actively to compete on the market place".

SME ASSEMBLIES 2015 & 2016



Event: 2015 and 2016 SME Assembly

18-20 November 2015, Luxembourg; 22-23 November 2016, Bratislava

The SME Assembly is the most significant event for small and medium-sized enterprises (SMEs) in Europe. The conference takes place once a year during the European SME Week. Together with the network of SME Envoys, the assembly creates the governance structure of the Small Business Act.

The 2015 SME Assembly took place in Luxembourg. It was an opportunity to regroup well-known and new partners from the world of business, academia, policy making and media. The event was also honoured by the presence of HRH The Grand Duchess of Luxembourg, in particular for an interactive discussion about women entrepreneurship.

UNITEE then participated, for the second year in a row, to the event. The 2016 SME Assembly took place in Bratislava (Slovakia) on 23 - 25 November 2016, on the topic "From Start up to Scale up". Together with UNITEE, the event saw the participation of many other stakeholders in the world of European entrepreneurship policy, such as Elżbieta Bieńkowska, European Commissioner for the Internal Market, Industry, Entrepreneurship and SMEs. UNITEE's President, Dr Kumcu, held a speech on the importance of diversity to foster innovation and growth in the EU economy and on the process leading from startup.

Participants:

Mr Ahmet ULUSOY, Secretary General of UNITEE

Dr Adem KUMCU, President of UNITEE

NETWORKING AT LYON'S AQUARIUM



Event: Networking evening at the Lyon Aquarium

12 May 2016, Lyon

On 12 May 2016 UNITEE participated to the networking event organised by FEDIF, our French federation. The event, which took place in the Aquarium of Lyon, saw the participation of more than 200 French entrepreneurs and business professionals.

The event began with a welcoming speech by FEDIF's president, Cebraïl Bostan. Then Pierre-Jean Baillot, Director General of CGPME International, the French Confederation of SMEs, held a speech on the activities and projects of the organisation.

Dr Adem Kumcu, President of UNITEE, gave a speech on the activities of UNITEE and on the possibilities of investments in Turkey for European entrepreneurs.

INNOVATIVE ENTREPRENEURSHIP



Conference: Innovative Entrepreneurship

12 March 2014, Brussels

The economic crisis in Europe forced many EU countries to introduce austerity measures, affecting many areas of the social and economic life of EU citizens.

However, there is especially one field where policies should encourage the exact opposite, and in which Europeans should invest more: innovation.

To discuss the issue of the EU's innovative capacity, UNITEE, in close collaboration with its federation BUV, organised a roundtable.

The attendees had the pleasure to hear contributions from a panel of excellent speakers:

- Mr Adem KUMCU, President of UNITEE, Chairperson of the Expert Meeting
- Mr Önder KURT, General Secretary of BUV
- Ms Joanna DRAKE, Director SMEs and Enterprise. DG Enterprise and Industry, European Commission
- Mr László SURJÁN, Vice-President of the European Parliament. MEP, Group of the European People's Party in the European Parliament
- Mr Manuel LOPEZ, Director Fibrattec

INNOVATION FOR SMEs



Conference: Innovation - The mayor issue for the development of SMEs

6 February 2014, Strasbourg

Innovation drives the growth of SMEs. Hence, it is highly recommended for entrepreneurs to create and maintain favourable conditions for innovation, such as creativity and responsiveness.

Indeed, innovation is a powerful strategy to make SMEs more competitive in the marketplace. Nonetheless, entrepreneurs are facing difficulties on the path towards innovation.

UNITEE and the FEDIF Grand Est organised this roundtable to discuss the interdependence between innovation and the economic development of SMEs.

The panel of speakers included:

- Mr Abdurahman ATLI, Head of UNITEE Strasbourg and Secretary General of FEDIF Grand Est (Moderator)
- Mr Marc TARABELLA, MEP (Socialists & Democrats Group)
- Mr Jean-François JACQUEMIN, Managing Director Alsace Innovation
- Mr Vincent FROEHLICHER, Managing Director ADIRA (Agence de Développement Economique du Bas-Rhin)
- Mr Thierry MICLO, CEO INOVAME, laureate "Concours Alsace Innovation 2013", category "Coup de coeur du Jury"
- Mr Frank KUPFERLE, CEO C4Ci, laureate "Concours Alsace Innovation 2013", category "Entreprise Primo-innovante"

FIGHTING EUROSCEPTICISM



Conference: Euroscepticism: how to understand it, how to fight it

12 March 2014, Strasbourg

Eurosceptic parties are attracting more and more voters across Europe.

Aware of the diversity New Europeans bring to the European society, the New Europeans are therefore concerned about the direction Europe risks to take after the elections of May 2014.

UNITEE organised a conference in order to shed light on the roots of Euroscepticism and possible measures to fight it.

The participants to this conference were:

- Mr Pierre-Edouard ALTIERI, Project Manager (Moderator)
- Mr Jean-Paul GAUZES MEP (EPP), Member of the Committee on Economic and Monetary Affairs
- Mr Michel DEVOLUY, Honorary professor at the University of Strasbourg, Jean Monnet Chair in European Economy and author of "Comprendre le débat européen – Petit guide à l'usage des citoyens qui ne croient plus à l'Europe"

NGOs AND ACTIVE CITIZENSHIP



Roundtable: The role of NGOs in promoting active citizenship

20 March 2014, Brussels

In view of the upcoming 2014 EU elections, the joint work of all relevant stakeholders to promote active citizenship among New Europeans was crucial.

UNITEE organised the roundtable discussion with the objectives to increase the engagement of New Europeans in the EU elections and to create more representative and inclusive democracies in Europe.

The participants were:

- Mr Adem KUMCU, President of UNITEE, Chairperson of the Expert Meeting
- Mr Michaël PRIVOT, Director of ENAR
- Mr Doru FRANTESCU, Policy Director of VoteWatch
- Mr Musa SOYDEMIR, New European entrepreneur
- Mr Jan NIESSEN, Director of Migration Policy Group
- Ms Brenda KING, Member of European Economic and Social Committee

PUBLICATION OF THE NEW EUROPEAN



THE NEW EUROPEAN

Publication of The New European magazine

February 2014

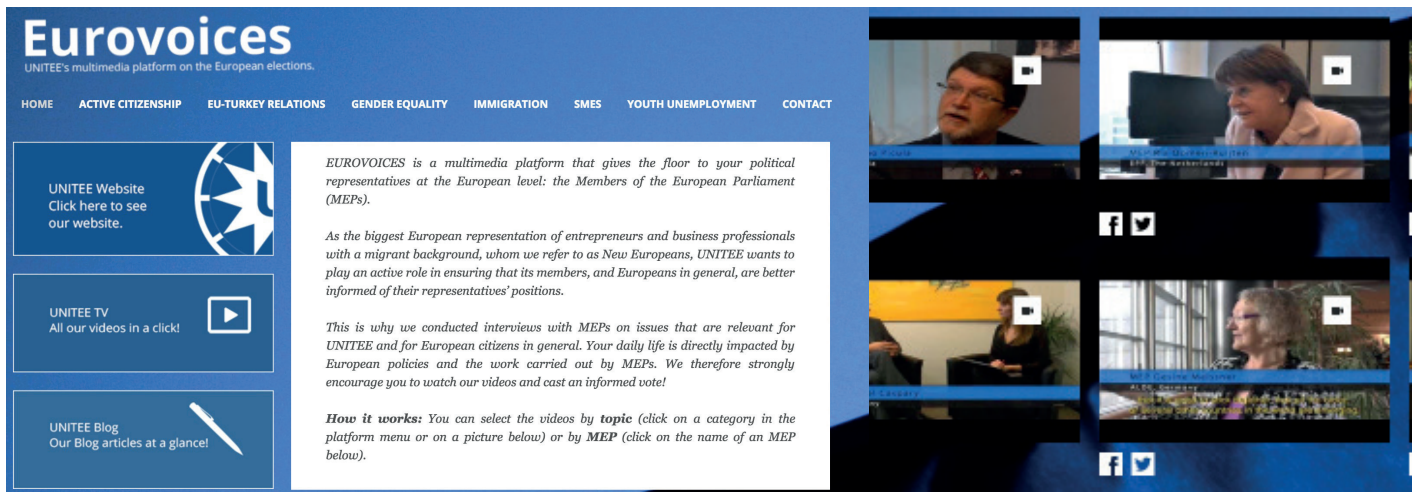
The New European began as UNITEE's quarterly magazine. The first issue came out in March 2014 on the issue of New Europeans and their contributions to the EU economy. The aim of *The New European*, since its foundation, was to provide a platform for an open and rich debate on the present and the future of Europe, unearthing the role of New Europeans in contributing to the solution of some of the most pressing challenges it has been facing since the beginning of the crisis.

Every issue of the magazine has been dedicated to a specific topic at the core of the European debate, which has been analysed by a variegated and lively team of contributors and practitioners coming from all sectors of expertise.

After its foundation in 2014, in 2015 and 2016 *The New European* has continued to gain prominence inside Brussels' media environment, publishing a total of seven issues which came out in a very decisive period for the European project overwhelmed by criticism. Its success has also been testified by the many interviews and meetings it conducted with, among many others, Commissioners Antonio Tajani and Margrethe Vestager and MEPs Graham Watson and Niccolò Rinaldi.

The New European has the ambition to represent the New Europe that is growing beyond the headlines. Furthermore, it is also an instrument for policy making and in this respect, it provides ideas for action on a variety of fields it considers central to future European developments. Above all, *The New European* has always been driven by optimism, courage and the belief that diversity is a formidable value-added for growth and progress. For more information, go to page 68.

2014 ELECTIONS



Sharing the voice of MEPs

May 2014

In October 2013, UNITEE launched a blog, blog.unitee.eu, entirely dedicated to the 2014 European elections. Why a new Blog on the European elections?

As the biggest representation of New European entrepreneurs and business professionals in Europe, we want to play an active role in ensuring that our members, who are all of migrant background, feel at home in Europe. Wherever they live, they should be fully involved in the European projects adventure of which they are part and parcel.

And what a better opportunity than the EU elections to instil a greater sense of European citizenship in them? But also in anyone else who will visit our Blog? According to UNITEE, a genuine European citizen must be constantly updated and aware of the decisions taken by your representatives at the EU level.

For this reason, nearing the European elections in May 2014, UNITEE interviewed more than 100 outgoing MEPs of all countries, giving them a way to present themselves to their electorate. In total, the blog saw the publication of 160 articles, reaching 15.000 viewers.

The blog was not the only tool UNITEE used to spread the views of MEPs and inform our members and readers on the EU 2014 elections. On the eve of the European elections, UNITEE conducted video interviews with Members of the European Parliament (MEPs), and created a multimedia platform to display the videos: EURO-VOICES.

Everyone's daily life is directly impacted by European policies and the work carried out by MEPs. In order to allow our members to cast an informed vote, the interactive platform presents the video interviews to politicians divided by the core issue of interest they deal with: Active Citizenship, EU-Turkey Relations, Gender Equality, Immigration, SMEs, Youth Unemployment.

SOCIAL & SOLIDARITY ECONOMY



Conference: Social and Solidarity Economy - Challenges and opportunities

21 March 2014, Strasbourg

The Social and Solidarity Economy (SSE) represents a new form of economy, which combines economic efficiency and social objectives.

The role of SSE for European and Alsatian economic growth has to be highlighted. In fact, in a context of economic crisis, it is crucial to spread SSE among entrepreneurs as a new form of doing business.

This is why UNITEE and FEDIF Grand Est organised a conference about the challenges and opportunities that SSE presents for today's entrepreneurs.

For this conference, we gathered a panel that included:

- Ms Camille SERRES, UNITEE Strasbourg Project Manager (Moderator)
- Ms Catherine TRAUTMANN MEP (Socialists & Democrats Group), Member of the Committee on Industry, Research and Energy
- Mr Pierre ROTH, Managing Director of the Regional Chamber of the Social and Solidarity Economy of Alsace (CRESS Alsace)

RESPONSIBLE ENTREPRENEURSHIP



Conference: The economic crisis and responsible entrepreneurship

13 May 2014, Council of Europe, Strasbourg

In the context of the economic crisis, the impact of the austerity measures in some European Governments has affected the guarantee and protection of Human Rights, especially among the most vulnerable. UNITEE organised a conference in the Council of Europe, a symbolic place for social rights, to discuss the role of entrepreneurs in this crisis.

For this event, our speakers were:

- Mr Abdurahman ATLI, Head of UNITEE Strasbourg (Moderator)
- Mr Luis JIMENA QUESADA, President of the European Committee of Social Rights of the Council of Europe and Professor of Constitutional Law at the University of Valencia (Spain)
- Mr Régis BRILLAT, Head of Department of the European Social Charter
- Mr Adem KUMCU, President of UNITEE

SEMINARS ON ENTREPRENEURSHIP



Seminars: Series of workshops on leadership

March-April 2016, Arnhem (the Netherlands)

During the months of March and April, UNITEE co-organised with its Dutch Members, HOGIAF and GIAD, a series of seminars on leadership, entrepreneurship and soft skills. The seminars, aimed at Dutch entrepreneurs and perspective such, saw the participation of Dr Adem Kumcu, UNITEE's President.

In particular, the series consisted of three distinct workshops dedicated to the following topics:

- 6 March 2016: Workshop 1, "A new generation of entrepreneurs"
- 3 April 2016: Workshop 2, "Personal Leadership"
- 10 April 2016: Workshop 3, "Becoming an entrepreneur in the 21st Century"

WEBIT.FESTIVAL IN SOFIA



Event: Webit.Festival 2016 - Paving Europe's digital future

19 April 2016, Sofia

The President of UNITEE, Dr Kumcu, was among the speakers at the two-day Webit.Festival, that took place in Sofia, the capital of Bulgaria, on the 19 and 20 April 2016. Webit.Festival is one of the most important events in the digital industry all around the world, and it gathers some of world's top enterprise leaders, Europe's top policy makers and the hottest startups and founders.

The agenda included a number of parallel summits and events, such as Marketing & Innovation Summit, Digital Transformation Summit, Digital Economy Leadership Summit, Smart Cities Summit, FinTech & Blockchain Summit, Big Data & Cloud Summit, Security & Privacy Summit, Health & Wellbeing Summit, IoE Summit, Mobility Summit, Dev Summit, Founders Games Pitches, Trade Expo - Apply for Exhibiting, 100 StartUps - Apply for Free Expo Table, Night, Urban Summit, Social Events.

In particular, UNITEE participated to the New Economy Leadership summit to a panel on how to boost the EU Entrepreneurial ecosystems. The panel saw the participation of Markku Markkula, President of the Committee of the Regions, and Anna-Maria Vilamovska, Secretary for Innovation and Healthcare, Administration of the President of the Republic of Bulgaria.

Dr Kumcu specifically focussed on the issue of highly skilled migrants in the context of smart cities.

LABOUR MARKET INTEGRATION OF REFUGEES



Conference: CESI@noon - Labour Market Integration of Refugees

14 June 2016, Brussels

With a total of 1,3 million asylum applications made in Europe in 2015, the question of how to integrate refugees into the labour market is the challenge for many member states. The event looked at the possible additional ways in which trade unions and entrepreneurs can support and assist refugees.

In the interests of both the refugees and the societies which welcome them, fast labour market integration is key. However, according to recent studies, innovative integration support measures are still lacking – and insufficiently funded. Also, from a trade union perspective, the massive influx of a young labour force may exercise pressure on social and labour protection standards, with the result that the matter of how to best integrate refugees into the labour market is only reluctantly addressed.

Over the course of the event, CESI and UNITEE highlighted the potential benefits of various labour market integration measures for refugees, such as mentoring programmes, which may be developed by entrepreneurs and trade unions. Enhancing their role and responsibility may also allow them fully to tap into the potential of refugees as future entrepreneurs, employers, employees and trade union members – not least in order to adapt to future challenges.

After an introductory remark by Klaus Heeger, Secretary General of CESI, the panel included:

- Mr Robert ANDERSON, Head of Unit, Eurofound
- Mr Brando BENIFEI, MEP, S&D, Italy
- Ms Marie BOSCHER, Policy Officer, European Commission
- Mr Savas METIN, Secretary-General, KYM International
- Mr Wolfgang MÜLLER, Managing Director, German Federal Employment Agency
- Mr Romain WOLFF, Secretary-General, CGFP Luxembourg
- Dr Adem KUMCU, President, UNITEE

Moderated by Petros Fassoulas, Secretary-General of the European Movement International (EMI)

WOMEN ENTREPRENEURSHIP



Conference: Strengthening women entrepreneurship in the EU - a focus on women from a migrant background

15 May 2012, European Parliament, Brussels

People who are willing to take the risks and commit to starting a new business or undertaking an existing one are not common enough in Europe. Additionally, even less women see entrepreneurship as an attractive alternative to employment or unemployment.

The European Commission has acknowledged the underprivileged statistics on women entrepreneurship as well as the necessity to encourage women entrepreneurs, finding ways to overcome the factors which discourage women from taking up the option of entrepreneurship.

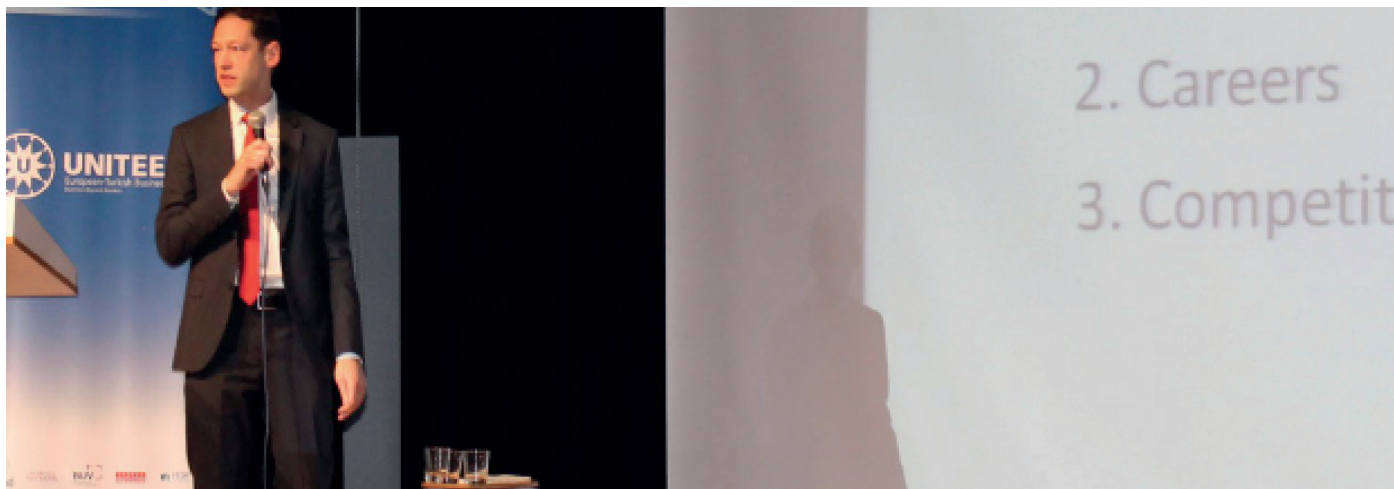
Although the EU and the Member States have seen an upturn in women running businesses in the past years, it is evident that much more has to be done to overcome the factors which restrict women from starting their own businesses. The situation is even more upsetting when the ethnic entrepreneurship is concerned.

The conference, hosted by MEPs Barbara MATERA and Isabell DURANT, was a forum for women entrepreneurs to learn more about the opportunities that the EU provides to foster successful women entrepreneurship.

The speakers at this event included:

- Ms Madi SHARMA, Member of the EESC – moderator
- Ms Isabelle DURANT, MEP
- Mr Adem KUMCU, President of UNITEE
- Mr Marko CURAVIC, Head of Unit Entrepreneurship, DG Enterprise and Industry
- Ms Hatice CAMDERE, Entrepreneur Camdere Consulting
- Ms Gesine MEISSNER, MEP
- Ms Iris KRONENBITTER, Director of the National Agency for Women Start-up Activities and Services, Germany
- Mr Ali BABACAN, Turkish Deputy Prime Minister

NEW EUROPEAN TALENTS FOR THE EU



Seminar: New European talents for the EU

2 March 2013, École des Étoiles, Brussels

In theory, the European institutions are a place that should provide work opportunities for citizens from each single Member State, no matter the origin, gender or skin colour. In practice, however, the reality still looks quite different. And this can explain why more than 200 participants from four different countries gathered the 2nd of March 2013 at the conference “New European Talents for the EU”. The event, which took place in Brussels at the Ecole des Etoiles was organised by UNITEE and its member association, the European Professionals Network (EPN).

Most participants were students or young professionals with a migrant background, also referred to as “New Europeans”.

The conference had five speakers:

- Mr Adem KUMCU, President of UNITEE
- Mr Richard LEWIS, Senior Research Fellow on Migration and Diversity at the institute for European studies VUB
- Mr Lieven TACK, Deputy Chief of the Cabinet of the Flemish Deputy Prime Minister and owner of CALIPA Coaching
- Ms Lucia SMIT, Career Coach, Trainer and Consultant at Braingain

NEW EUROPEANS AND THEIR POTENTIAL



Roundtable: New Europeans and their potential for the EU

8 January 2014, European Parliament, Brussels

In the context of the upcoming EU elections, it was important to facilitate the dialogue between citizens and their representatives.

New European entrepreneurs are at the centre of society and constitute an enormous potential for the EU. UNITEE, in close cooperation with its German federation BUV, organised this roundtable as a mean to facilitate the exchange of ideas between policy makers and its members.

The roundtable had five speakers:

- Mr Ismail ERTUG, MEP (Socialists & Democrats Group), Host
- Mr Adem KUMCU, President of UNITEE
- Mr Önder KURT, General Secretary of BUV, (Bundesverband der Unternehmervereinigung e.V.)
- Mr Marko CURAVIC, Head of Unit "Entrepreneurship" in the European Commission
- Mr Arno METZLER, Director of VBI (Verband Beratender Ingenieure)

EUROPEAN CITIZENSHIP IN THE SPOTLIGHT



Conference: May 2014 - European citizenship in the spotlight

15 April 2014, European Parliament, Strasbourg

The role of all citizens, including the “New Europeans”, is crucial for the construction of Europe. It is strongly necessary to place all the European citizens at the heart of the European project in order to reach a more democratic and more united Europe. Unfortunately, the growing lack of interest in European citizenship is worrying. Indeed, European citizenship is a decisive topic in the context of approaching European elections. Given the importance of the topic, one month before the elections of the new European Parliament, UNITEE organised a conference to discuss these issues.

The discussion was led by the following speakers:

- Mr Abdurahman ATLI, Head of UNITEE’s Strasbourg Office (Moderator)
- Mr Miguel Angel MARTINEZ MARTINEZ, Vice-President of the European Parliament (Socialists & Democrats Group)
- Mr Gerhard GRILL, Director of the Directorate B of the European Ombudsman
- Mr Luis MARTINEZ GUILLEN, Director of the Information Office of the European Parliament in Strasbourg
- Mr Adem KUMCU, President of UNITEE

DIVERCITIES



Conference: Divercities

29 October 2014, EESC, Brussels

Modern life is undoubtedly urban. Already half of the world's population lives in cities, and by 2050 the total urban population is expected to double.

Diversity is the main constituent of cities, at least of successful ones, and that is what makes them the true beacons of innovation, of change. Cities are where the future is made.

But increased diversity often also brings along tensions and contradictions, linked to the conditions of marginalisation and exclusion of some groups of people.

With the publication of the third edition of its magazine *The New European*, UNITEE organised the conference to discuss how European cities can best take advantage of their diversity to become cradles for competitiveness and innovation, thus helping re-launch the European economy.

The panelists were:

- Ms Meghan BENTON, Policy Analyst at the Migration Policy Institute, author of "The immigration innovators"
- Mr Thomas JÉZÉQUEL, Policy Advisor for Social Inclusion at EURO CITIES, author of "Cities as inclusive employers"
- Mr Goffredo Maria BETTINI, Italian MEP, S&D
- Mr Tõnu KARU, Representative of the city of Tallinn to the EU

The conference was opened by a speech from Adem KUMCU, President of UNITEE, and moderated by Giovanni COLLOT, Editor-in-Chief of *The New European*.

BREAKING DOWN BARRIERS



Conference: Breaking down barriers

24 November 2014, Brussels

With the new term of the European Commission beginning to take shape and in the midst of preparations for the Commission's work programme in full flow, now is the time for stakeholders to open up with their expectations. What can be done at the EU level to move towards gender equality at work by breaking down both structural and cultural barriers?

UNITEE and CESI, the European Confederation of Independent Trade Unions, organised a lunch time debate to discuss how gender equality at work can be promoted and on how the private sector and public sector can learn from each other in this regard.

For that conference, the panel was composed of:

- Ms Kerstin BORN-SIRKEL, Director of Corporate and External Relations at the Centre for European Policy Studies
- Mr Philippe KERAUDREN, Head of Unit Reflective Societies – DG Research and Innovation
- Mrs Fiona O'MALLEY, Senior Manager in the Financial Sector
- Mr Arnd BECKERS, Policy Adviser, CESI

The conference was opened by a speech from Adem KUMCU, President of UNITEE, and moderated by Viviane TEITELBAUM, President of the European Women's Lobby. Klaus HEEGER, Secretary General of CESI, summarized the outcomes of the discussion in his closing remarks.

MEMBERSHIP OF EMI



UNITEE member of European Movement International

29 January 2015, Brussels

On 29th January 2015, UNITEE has been adopted by the board of European Movement International (EMI) as its newest member.

EMI is an international civil society organisation promoting the pro-European network. Its objective is to contribute to the establishment of a united, federal Europe founded on the principles of peace, democracy, liberty, solidarity, and respect for basic human rights.

It seeks to provide a structure to encourage and facilitate the active participation of citizens and civil society organisations in the development of a united Europe. Its national councils and associated member organisations work towards bringing together representatives from European associations, political parties, enterprises, trade unions and individual lobbyists.

ENCOURAGING MIGRANT ENTREPRENEURSHIP —



Conference: European dialogue on skills and migration

27 January 2016, Brussels

UNITEE was invited to European Dialogue on Skills and Migration on 27 January 2016, which was initiated by European Commissioner for Migration, Home Affairs and Citizenship.

The main topics of the dialogue were how to turn migration into an opportunity for the EU, how to ensure effective integration of migrants, and how to attract skilled workers from third countries. One significant aspect of the discussion was promoting entrepreneurship among migrants and attracting innovative talents from abroad. Dr. Kumcu, UNITEE's President presented UNITEE's propositions to stimulate immigrant entrepreneurship. The main propositions included the importance of having diversified background of people in European institutions, as well as more females, leading to greater gender equality.

Mr. Avramopoulos said he would like to take the opportunity to call on businesses, companies and employers to step up, and join forces with national and local governments, with civil society, and schools to turn the challenges of the refugee crisis into opportunities. He said, successful integration of those who have the right to stay is important for the overall prosperity of our societies. An important aspect is to make sure that those who have recently arrived can find a place in the labour market, which is crucial for the receiving societies. He also mentioned that Europe is an aging continent and its working age population is declining steadily, without migration the EU population would decline by 18 million in the next decade already.

Consequently, Mr. Avramopoulos says, there are two things that need to be kept in mind; the improvement of skills of people already in the EU (both EU and non-EU citizens), and the need of effective migration policies to attract the skills that are lacking in Europe. In addition, the Commission is analysing how innovative entrepreneurs who are willing to move to Europe, could be granted assistance and possibly a residence and work permit.

Some of the attendees of the event included:

- Ms Ulrike RABMER KOLLER, President - UEAPME
- Mr Arnaldo ABRUZZINI, Secretary General - Eurochambres
- Mr Maxime CERUTTI, Director for Social Affairs- BusinessEurope
- Mr Raimund BECKER, Member of the Executive Board- BAMF (Federal Office for Asylum and Migration)
- Mr Demetrios G. PAPADEMETRIOU, President- The Migration Policy Institute Europe (MPI Europe)

UN TRAINING



Event: UNAOC training in New York

13-20 June 2015, New York (USA)

In June 2015, UNITEE blog, in the person of UNITEE's communication manager Alexandra Lacroix, has been selected with 74 other participants among 13 000 to participate in a one-week training organized by the UN Alliance of Civilizations (UNAOC). This training was jointly organized by UNAOC and EF-Education first and held in New York.

It consisted of a series workshops aiming at improving the cooperation and intercultural understanding among different countries, population and communities.

EUROPE'S GATEWAY TO THE EAST



Conference: Europe's gateway to the East - Can Turkey become a trade hub between Europe and Asia?

23 April 2012, European Parliament, Brussels

At a time of political and economic uncertainty Europe, in addition to tackling the financial crisis which currently afflicts the continent, must also focus on growth for the future. Europe should act decisively to ensure that it remains competitive by seeking out new opportunities for investment in the dynamic and rapidly emerging economies to the east. Considering its geopolitical location, Turkey has the potential to play a strategic role in nurturing and facilitating Europe's trade relations with key regions such as the Black Sea, Eurasia and East Asia to name but a few. With a current rate of growth of 8%, the Turkish economy has emerged relatively unscathed from the recent global crisis and continues to grow, diversify and adapt to the changing economic landscape at an impressive rate. As the European Union's seventh largest trading partner, the economic importance of Turkey to Europe's recovery and future growth is by now well known.

The speakers were:

- Ms. Ria OOMEN RUIJTEN, Dutch MEP, EPP
- Mr. Adem KUMCU, President of UNITEE,
- Mr. Selim YENEL, Permanent Representative of Turkey to the EU
- Mr. Sükrü MASMAS, Entrepreneur, CEO of the LifeandGarden company, who will share his experience of investing in the Turkish market and beyond
- Mr. Pino ARLACCHI, Italian MEP, S&D
- Mr. Satoru HAYASHI, President of the Japanese Business Council in Europe and Executive Vice Chairman of the Board, Fujitsu Technology Solutions

FRENCH-TURKISH FRIENDSHIP DINNER



Event: French-Turkish friendship dinner

December 2011 and 2012, Assemblée Nationale, Paris

UNITEE, represented by its President Adem Kumcu, was invited to hold two speeches in the French National Assembly in front of many MPs and representatives of the French civil society in order to celebrate the French-Turkish Friendship at two yearly dinners.

The event was one of the most relevant representations of the role of UNITEE in advocating for the improvement of the relations between New Europeans and their countries of origin, with the belief that stronger economic links can lead to closer political links.

The event was part of a particular interest that UNITEE has shown for Turkey since its founding: given the majority of its members are of Turkish origin, the interest for the country has been strong and vital.

2014: EU-TURKEY RELATIONS



Roundtable: 2014 - EU Turkey Relations

19 February 2014, Brussels

Since spring of 2013, Turkey has experienced a period of political turmoil which side effects have unavoidably affected the economy of the country. Whilst domestic politics are in a tense atmosphere and the Lira has dropout considerably against the Euro and the Dollar, the EU anxiously observes the whole situation.

Therefore, on the basis of the EU-Turkey pivotal relationship, UNITEE organised an expert roundtable to elaborate and debate the current situation.

The event opened up the floor for a sincere and inspiring dialogue involving the following panel of speakers:

- Mr Adem KUMCU, President of UNITEE, Chair person of the Expert Meeting
- Mr Jean-Christophe FILORI, Head of Unit Directorate Turkey, DG Enlargement
- Mr Philippe DE BACKER, MEP (Group of the Alliance of Liberals and Democrats for Europe) and investor
- Mr Selcuk GÜLTASLI, correspondent at Zaman Media Group

UNION FOR THE MEDITERRANEAN



Roundtable: UfM, Private Sector Roundtable

24 October 2014, Union for the Mediterranean, Barcelona

UNITEE took part to the Private Sector Roundtable, organised by the Union for the Mediterranean (UfM) on the 24th of October 2014. The historical Pedralbes Palace, in Barcelona, was the ideal setting for the gathering of CEOs, managers and policy makers, discussing the role of private sector in contributing to UfM's work of creating partnerships between the EU and its Southern Neighborhood.

The roundtable highlighted how the MENA region is a fundamental area of the world, where European companies and especially SMEs can play an important role. Given the chronic high unemployment rate of the Mediterranean area, fostering the internationalisation of successful and high-growth SMEs in the region could help creating jobs and bringing about economic growth in an efficient way. Nevertheless, it was repeatedly pointed out that the situation still is not easy for them to invest in the region.

UNITEE from its part brought forth the perspective of New European entrepreneurs, by offering cooperation at all levels to the UfM Secretariat, thanks to its EU-wide network and the strong interest some of its members have in the Mediterranean. In particular, UNITEE proposed the establishment of 'business ambassadors', i.e. European entrepreneurs who are already successfully active in the region and could serve as guides to other entrepreneurs wanting to establish their business in the MENA region.

MOROCCO AND MIGRANT ENTREPRENEURSHIP —



Event: Speech at the Ministry of Moroccans Resident Abroad and Migration Affairs, Morocco

24 November 2014

UNITEE'S President Adem Kumcu was invited to hold a speech at the Ministry of Moroccans Resident Abroad and Migration Affairs of the Kingdom of Morocco, in Rabat. The meeting was an opportunity for Dr Kumcu to discuss in depth the social and economic role of migrant entrepreneurs in fostering integration and growth, with a special focus on Moroccan entrepreneurs living in the EU. He also pointed out how diasporas are a fundamental tool in creating closer relations between sending and receiving countries, therefore calling for a more strategic diaspora engagement.

TURKEY IN 2015



Roundtable: Last development in EU-Turkey Relations

3 February 2015, Brussels

From the political turmoil of spring 2013 to President Erdogan electoral victory 2014, Turkey's internal political situation has had undeniable effects on the economy and business environment. Nowadays, it is the turn of the geopolitical threads linked to the civil war in Syria, the rise of the ISIS but also the situation in Russia and energy supplies to attract the Media's attention.

UNITEE, the New European Business Confederation organised its annual expert roundtable "Turkey in 2015", on the 3rd of February 2015 in Brussels, to discuss how the current developments impact on the business and investment environment in Turkey for European companies.

The discussion was joined by:

- Mr Alfio ANZALONE, Bilateral trade relations with Turkey, DG Trade
- Mr David BORRELLI, Italian MEP, EFDD
- Mr Jean Christophe FILORI, Head of Unit Turkey, DG Neighbourhood and Enlargement Negotiations
- Mr Adem KUMCU, President of UNITEE
- Mr Giles PORTMAN, Turkey advisor EEAS
- Mr Dirk VANTYGHEM, Eurochambers
- Mr Serdar YESILYURT, TUSKON, Brussels representative

Moderated by Giovanni Collot, Editor in Chief of the New European Magazine

25TH ECONOMIC FORUM IN POLAND



Event: 25th Economic Forum in Poland

8-10 September 2015, Krynica-Zdrój, Poland

UNITEE participated to the high-level economic forum to discuss the relations between EU and Turkey and the way forward. In terms of whether Turkey will soon become part of the EU, it is clear that many obstacles from both sides are visible to everyone.

Much is left to the political will to solve these tangles. On the other hand, as far as the EU is concerned, it is going through a big identity crisis, looking constantly on the brink of collapse, that we should not be too surprised if not many steps are taken towards accession in the near future.

Nevertheless, there are still areas for collaboration between the two regions, as previous paragraphs have shown.

There is a need for a multi-level cooperation, made necessary by the strategic mutual relevance of Ankara and Brussels and by the overlapping of both entities' national interests: be it the fight against terrorism and the Islamic State, the refugee crisis or finding new energy sources. Working together in small steps, towards achievable objectives, will help solve some of the challenges that are currently engulfing the Mediterranean and Middle East region.

But in doing that, the EU should not lose sight of the final objective: accession. In the end, there are no doubts that Turkey belongs to Europe. In the words of Turkish Nobel Prize winner Orhan Pamuk, "I see Turkey's Future as being in Europe, as one of many prosperous, tolerant, democratic countries". Turkey and the EU both already have the tools to make it happen. They just have to realise that.

UNIFICATION OF CYPRUS



Conference: Unification and integration of Turkish and Greek parts of Cyprus

22-23 October 2015, Nicosia, Cyprus

The president of UNITEE, Dr. Adem Kumcu, was invited to a conference organized by Cyprus Turkish Business Council, in cooperation with Turkish Cyprus Chambers of commerce (KTTO). The main focus of the conference on 22nd October 2015 was on Cyprus-EU relations and discussions on the unification of the Turkish and Greek parts.

The focus of the event was on the benefits of the unification while also acknowledging the barriers, and how to overcome them. Dr. Kumcu was invited to Cyprus particularly to inform members of Chamber of Commerce of Nicosia (Lefkoşa), as well as, members of KTIK about Cyprus-EU relations, and uniting through entrepreneurship. For that reason, the main message delivered on this occasion was that reconciliation could be achieved by uniting business communities in creating bridges between the two parts. Also, the Northern Cyprus businesses could be encouraged to extend their activities to Europe where the state itself is not recognised.

Being the key speaker, UNITEE's President, noted that the respective actions to take here are to prepare Northern Cyprus to do business in Europe, and to integrate Northern Cyprus business associations. Vice President of Northern Cyprus, elaborated on negotiation with Southern Cyprus, and for the first time since many years, he expressed his optimism that these parties are able to find common grounds and a foundation for mutual understanding. Although, there certainly are a lot of challenges and barriers to overcome. Dr. Kumcu expressed UNITEE's readiness to contribute to responding to those challenges by giving support, in order to help both the Turkish and Greek enterprises of Cyprus to find business opportunities and partners in the EU.

The following day, Dr. Kumcu was invited to meet Mrs Emine Çolak, Minister of Foreign affairs of Northern Cyprus, as well as, Mr Mustafa Akıncı, President of Northern Cyprus. During both meetings, discussions took place on what can be the roles of business or member organisations in building peace through commerce. Following these events, he attended a national, and two private televisions' programs, expressing the importance of contributing to peace through economic activities, to Northern Cyprus citizens.

BUSINESS BEYOND BORDERS



Event: Business beyond borders

18 January 2016, Egmont Palace, Brussels

UNITEE, the New European Business Confederation, organized an event in cooperation with BETIAD, the Belgian Federation of Active Entrepreneurs, called Business Beyond Borders on January 18, 2016. The event took place in Brussels, at the Egmont Palace.

The topic discussed was trade, with the focus on sharing best practices on international trade and investment. The conference welcomed more than 400 entrepreneurs from Belgium, where two global family business entrepreneurs shared their experiences. Ali Ülker, the President of Ülker Group, presented the activities of Ülker and Godiva. The second entrepreneur was Bart Lambrechts, the director of exports at Soudal, a Belgian company. He presented the evolution of the company, and how it expanded its operations in 44 countries. Moreover, Lambrechts also shared his experiences in doing business internationally.

Didier Reynders concluded by noting the importance of Belgium as a business partner and an investment destination.

The panel included:

- Dr Adem KUMCU, The president of UNITEE
- Mr Didier REYNDERS, Belgian Minister of Foreign Affairs
- Mr Ali ÜLKER, President of Ülker Group
- Mr Bart LAMBRECHTS, CEO of Soudal

TURKEY-EU RELATIONS IN 2016



Roundtable: EU-Turkey Relations in 2016

16 February 2016, Brussels

2016 had been a difficult year for the EU-Turkey relationship. On the domestic level, the 2015 election-related uncertainties, with the necessity to hold two subsequent elections in June and November, left the country without a clear government for a few months, thus generating an instability that has contributed to halt long-term investments.

As far as foreign affairs are concerned, on the other hand, things could not be more difficult for Ankara: Turkey's presence at the core of the most serious international crisis was frightening to investors, dragging down private investments. The second big area of problems was the Middle East: the war against the so-called Islamic State in neighbouring Syria has seen Turkey among its most active protagonists, even if controversially. All the increased instability was made worse by the threat of terrorism.

To discuss about how these very important developments, and many others, would impact on the relationship with the EU, on the one hand, and on private investments, on the other, UNITEE organised the third edition of its yearly roundtable, with a panel bringing together experts, practitioners and policy makers.

The panel saw the participation of:

- Mr Robert FARLA, Counsellor Enlargement at Permanent Representation of the Netherlands
- Mr David BORRELLI, Italian MEP, Rapporteur on Turkey in the INTA Committee
- Mr Alfio ANZALONE, DG Trade Unit Turkey
- Mr Patrick PAQUET, Head of Unit Turkey at DG NEAR
- Mr Javier NINO PEREZ, Head of Unit Turkey at EEAS
- Dr Bahadır KALEGASI, International Coordinator and EU Representative for TUSIAD, Turkish Industry & Business Association
- Dr Adem KUMCU, President of UNITEE

Moderated by Giovanni Collot, Editor in Chief of the New European Magazine

UNITEE ON FRANCE 24



Roundtable: France 24's 'Ici L'Europe' on EU-Turkey relations

21 March 2016, Brussels

The president of UNITEE, Dr. Adem Kumcu, participated to Ici L'Europe, a TV program of the French newscast France 24 dedicated to discuss European affairs. The edition was dedicated to discuss EU-Turkey relations, in the occasion of a new meeting in Brussels between the EU and Turkey's leader in order to find an agreement on the migratory crisis and discuss the potential reopening of the accession negotiations.

The program, presented by France 24's Caroline de Camaret, dealt in depth with the issues, analysing the complex issue of Turkey-EU relations in all its aspects, from its history to its most recent fallout.

The panel saw the participation of:

- Dr Adem KUMCU, President of UNITEE
- Mr Stelyos KOULOGLOU, Greek MEP, GUE/NGL
- Mrs Ska KELLER, German MEP, Greens/EFA
- Mr Claude ROLIN, French MEP, EPP

To watch the recording of the program (in French), visit france24.com/fr/20160319-union-europeenne-turquie-erdogan-migrants-adhesion-liberte-presse-droits-homme-zaman-kurdes

EUROPE IN AFRICA AND THE MIDDLE EAST



Conference: Time for peace: Europe's challenge in Africa and the Middle East

1 June 2016, Egmont Palace, Brussels

UNITEE, the New European Business Confederation, participated to the event "Time for peace: Europe's challenge in Africa and the Middle East", organised by Friends of Europe.

The event was dedicated to understanding the situation in two of the most delicate (and strategic) areas of the world: war and conflict in Africa and the Middle East are impacting on Europe in many ways. Violence in the two regions has provoked a refugee crisis of epic proportions, challenging European solidarity and casting a spotlight on the weaknesses of European development policy and foreign and security policy. In addition, war in Africa and the Middle East has meant increased terrorist activity on European soil as ISIS and Al Qaeda spread their tentacles into Europe. Bringing peace and stability to its southern neighbourhood must therefore be a top European priority, with the focus on promoting the economic and political development of Africa and the Middle East through trade, investments, job creation, education and skills-development. There must also be more interaction with youth, civil society actors and business representatives.

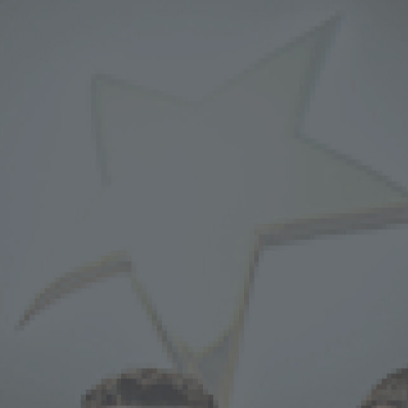
The President of UNITEE, Adem Kumcu, participated to the first of two panels, "Middle East and North Africa: Five years on, where is the peace?", where he had the opportunity to speak about the role of New Europeans in contributing to the development of Africa and the Middle East.

After an introductory remark by Ali Zedini, 2015 Nobel Peace Prize Laureate and Vice-President of the Tunisian League for Human Rights (LTDH), the panel included:

- Dr Adem KUMCU, President of UNITEE
- Mr Ahmed GALAL, Managing Director of the Economic Research Forum (ERF) and Egyptian Finance Minister (2013-2014)
- Mrs Hella GRICHI, Young Arab Voices debater
- Mr Sergio PICCOLO, Adviser on the Southern European Neighbourhood Policy at the European Commission DG NEAR



UNITEK
**NEW EUROPEAN
AWARDS**



awarding New European Excellence

MILESTONES



CHANGE OF NAME

In September 2014 the decision was taken to change our name from “European-Turkish Business Confederation” to “New European Business Confederation”.

The adoption of the new name responded to our vocation to embrace entrepreneurs and business professionals in Europe coming from all migrant background: those we refer to as new Europeans, “people who live and work in Europe, but have connections with more than just the country where they live”.

Even if the majority of our members have a Turkish background, UNITEE’s vision since the beginning has always been to emphasise the role of all New Europeans in making a stronger, more sustainable and more innovative Europe. In particular, UNITEE has always pointed to the fact that the EU draws its strength from the diversity of all its citizens, and that all entrepreneurs and business professionals with a migrant background bring an equal added-value to the European Union.

The change of name, then, was introduced to bring closer UNITEE’s image to its core aim. The organisation’s vision, mission and values all remain the same.

Since its name change, UNITEE has continued to bring forward the invaluable asset that our members, wherever they are from, possess: a multiple cultural and linguistic background, which is most welcome in times of market globalisation and increased competition.

UNITEE will continue to advocate for the New European entrepreneurs and business professionals, with the belief that it is exactly the diversity they represent and bring about that will bring a great value-added to their European home.





UNITEE NEW EUROPEAN DAYS

4-5-6 JUNE 2015

UNDER THE HIGH PATRONAGE OF



NEW EUROPEAN
DAYS



European Parliament

Awarding New European Excellence





UNITEE

NEW EUROPEAN DAYS

THREE DAYS OF CELEBRATION TO BRING DIVERSITY IN THE SPOTLIGHT

The New European Days are an event that wants to highlight the great added-values New Europeans bring to their new homes in Europe. As they do not always get the recognition they deserve, UNITEE organised, for the first time, from the 4th to the 6th of June 2015, the New European Days in Europe's capital Brussels.

During the three-day event, four sub-projects explored and highlighted the contributions of New Europeans in diverse sectors.

The "New European Days" consist of 4 major events:

- an Award Ceremony
- a series of Conferences in the European Parliament
- a Business and Trade Fair
- a Cultural Festival



Participants:

1500 entrepreneurs

20 cultural NGOs

10 PRESTIGIOUS SPEAKERS

cultural acts and performances

more than 30 EMBASSIES

4000 EXPECTED PARTICIPANTS

UNDER THE HIGH PATRONAGE OF





MODERN PIONEERS: The economic impact of New Europeans

Date: 4th June 2015

New Europeans offer a series of advantages to the European economy, that can help the EU better compete on the international globalised arena: first of all, their mixed background makes them more open to the outer world, acting as bridges between cultures and markets. Secondly, an increasingly diverse society by itself leads to a stronger rate of innovation, as is proven by the most successful areas in the world, such as the Silicon Valley: if the EU wants to maintain its status as a strong 'knowledge-based economy', it has to take the most advantage from all talents, attracting the best from all around the world.

Why do New Europeans give such an added value to developed economies? What is their degree of entrepreneurship, and how does it fit in the broader frame of the European economy? How can their talents be fostered? These issues will be discussed by a panel of experts, politicians and New European entrepreneurs and professional, that could serve as an example by sharing their success stories.

Economic Pioneers Speakers:

- Belinda PYKE, Director for Migration and Mobility in DG HOME
- Fredrik ERIXON, Director of ECIPE
- Christof-Sebastian KLITZ, Head of Volkswagen Belgium
- Madi SHARMA, Member of EES

More info on: <http://www.unitee.eu/unitee/modern-pioneers-the-economic-impact-of-new-europeans>



A MORE INCLUSIVE DEMOCRACY: How New Europeans are changing European Politics.

Date: 4th June 2015

To seize the potential of diversity, the concept of active citizenship remains of utmost importance. The successful active citizenship of New Europeans allows them to integrate fully into their new homes. New Europeans manage to find their space in the European Union's society if they are being given the chance to participate actively in it. This conference highlighted the importance of an inclusive democracy with a more flexible education system and an increase participation of New Europeans in active citizenships.

Participants:

- Philippe DE BACKER, Member of the European Parliament
- François FORET, Professor in Political Science at Université Libre de Bruxelles
- Sukru MASMAS, President of HOGIAF – Dutch Federation of Young Entrepreneurs
- Maureen O'NEILL, President of EESC's Section for Employment, Social Affairs and Citizenship

The conference was opened by a speech from Adem Kumcu, President of UNITTE, who also moderated the debates.

More info on: <http://www.unitee.eu/unitee/a-more-inclusive-democracy-how-new-europeans-are-changing-european-politics>



UNITEE NEW EUROPEAN AWARDS

NEW EUROPEAN AWARDS - REWARDING NEW EUROPEAN EXCELLENCE

Date: 4th June 2015:

The aim of this evening event was to recognise and celebrate the contributions of New Europeans, Europeans with a migrant background, in the European Union. This year's awardees, decided by an international jury of experts and stakeholders, highlight the variegated added value of diversity for Europe. There were four awardees: the most successful New European Entrepreneur, a New European woman influencer, a New European of the year and a New European politician.

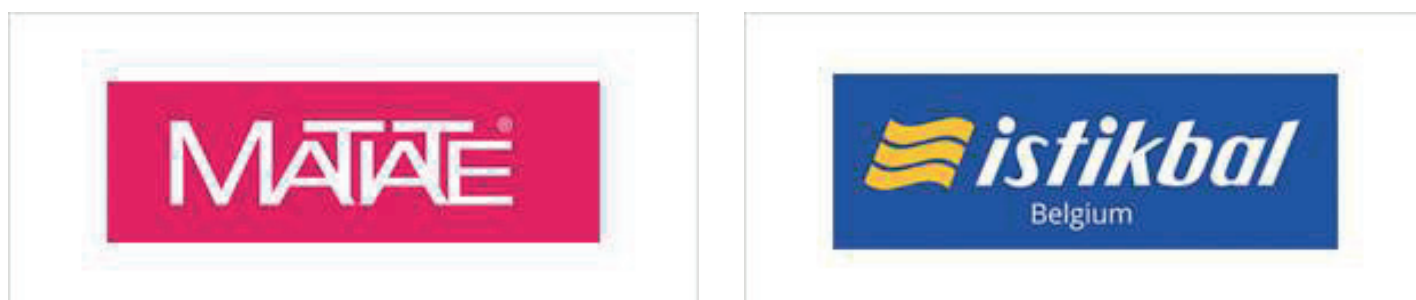
Participants: Over 100 guests and jury:

- Jo LEINEN - German Member of the European Parliament & President of the European Movement International
- Michael PRIVOT - Director of ENAR (European Network Against Racism)
- Madi SHARMA - Businesswoman and founder of the MADI Group, a group of private sector and not-for-profit companies and member of The European Economic and Social Committee (EESC)
- Gunilla ALMGREN - An entrepreneur and President of UEAPME (European Association of Craft, Small and Medium-Sized Enterprises)
- Viviane TEITELBAUM - A Belgian politician and President of the European Women's Lobby
- Sir GRAHAM Watson - Former UK Liberal Democrat MEP and leader of the Liberal ALDE group in the European Parliament

SUPPORTING PARTNERS



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UNITEE NEW EUROPEAN AWARDS

The first award, **most successful New European entrepreneur**, went to Turkish-born **Murat Kiran**, founder of Conclusion, an IT services company based in Utrecht (The Netherlands). In accepting the Award, Mr Kiran remembered as a young immigrant from Turkey to the Netherlands, and how thanks to continuous effort and perseverance he was able to found his company, today employing more than 2000 people.

The award of **New European Politician** went to the young leader of the Belgian Groen Party at the House of Representatives, **Meyrem Almaci**, while Iranian-British entrepreneur **Melody Hossaini** was awarded **New European Woman Influencer**. In particular, Mrs Hossaini, who in 2009 founded InspirEngage International, a successful social enterprise training people to be successful by giving back, said: "This award really is an honour for me. The journey as an immigrant to being able to transform communities, is one that has become my life. I'm so inspired by the people we train, who work tirelessly with so little. They inspire me to do more."

Finally, the highlight of the awards ceremony, the award for **New European of the Year**, was given to Belgian footballer **Vincent Kompany**, captain of Belgian National team and Manchester City. "Kompany has a talent that goes beyond borders, not only for his football talent, but also for his spirit, his entrepreneurial talent, his social engagement and his role in charities. His character and perseverance make of him one of the best footballers of the world. He is an example to many Europeans", commented MEP Philippe Debacker (Open Vld). He then gave the award to Pierre Kompany, Vincent's father, who said "I am proud of my son and happy that he is awarded here mainly as a man. A father has to be proud when his children grow to be better than him".



More info on: <http://www.unitee.eu/unitee/new-european-awards>.



UNITEE CULTURES UNITED FESTIVAL

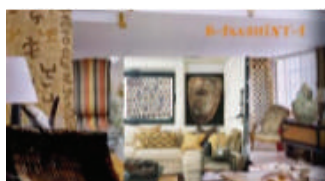
CULTURES UNITED FESTIVAL - CELEBRATING CULTURAL DIVERSITY

Date: 5th -6th June 2015

Celebration of the cultural diversity in Brussels and Europe. The key message was a way to show that New Europeans are an added-value to our society. Cultural diversity is fun and enriching.

Visitors had the chance to find out for themselves, by tasting traditional food from all over the world, as well as discover handcraft and art performances.

The Cultures United Festival brings together New European communities from diverse national backgrounds:



Bakushinta



Baobards



Arte NATiva



Belgian Vietnamese Alliance
/ Liên Minh Bỉ Việt



Kaangayan Vriendenkring



RVDAGE/vl



Federation of Moroccan
Associations



Kuumba



Indian Cultural Centre -
Brussels Mandir



Wissal



Promote Ukraine



Belgium-China Association
/ Confucius Institute in
Brussels





BUSINESS AND TRADE FAIR - EXPLORING NEW MARKETS, EXPANDING YOUR BUSINESS

Date: 5th - 6th June 2015

A dozen of exhibitors and hundreds of entrepreneurs from all over the world gathered in the exclusive venue of Concert Noble for the first edition of our Business and Trade Fair on internationalisation of EU SMEs towards fast-growing markets outside the EU.

UNITEE Business and Trade Fair focused on the internationalisation of EU SMEs and the promotion of emerging and fast-growing markets, by bringing together embassies, trade promotion agencies and SMEs from all around the world. The European Investment Bank as well as the Belgian National Export Agency were among the exhibitors.

The Fair represented a tremendous opportunity for the visitors as they had access to a maximum of information on global trade opportunities in a minimum of time allowing them to make business contacts. The Fair also included seminars from the EU Commission on EU on import/export support tools as well as from the various exhibitors.

List of exhibitors:

- | | |
|--|--|
| <ul style="list-style-type: none">• The Belgian Foreign Trade Agency – BFTA• Enterprise Europe Network• Botswana Chamber of Commerce, Industry and Manpower• Bernardin Brazil Business Development• Embassy of Burkina Faso in Belgium and Chamber of Commerce and of Industry of Burkina Faso• Euracen, Chamber of Commerce between Europe and Central America | <ul style="list-style-type: none">• Embassy of Democratic Republic of Congo and National Agency for the Promotion of Investments• InvestMacedonia• External Trade Development Corporation for Malaysia• Embassy of Nicaragua in Belgium• Embassy of Tajikistan in Belgium• Promote Ukraine• Embassy of Zambia in Belgium |
|--|--|

5-6 JUNE 2015

Bringing together embassies and trade agencies
from around the world to get YOU into new markets !

15 EXHIBITORS | WORKSHOPS
B2B MATCHMAKINGS | INSPIRING SPEECHES

UNDER THE HIGH PATRONAGE OF



KINGDOM OF BELGIUM
FOREIGN AFFAIRS
FOREIGN TRADE AND
DEVELOPMENT COOPERATION



More info about: <http://www.unitee.eu/unitee/unitee-business-and-trade-fair> • Enterprise Europe Network

FRIENDS OF NEW EUROPEANS

12 October 2016 saw the official birth of the Friends of New Europeans intergroup, with an inauguration event that took place in the European Parliament. Friends of New Europeans is an informal intergroup, headed by Jo Leinen MEP (S&D, Germany) and joined by around 30 MEPs from all political groups and 16 nations.

The aim of the intergroup is to fill the gap of attention and contribute to a more balanced perception of New Europeans in the European society. The group has been initiated by UNITEE, and has already received the support of many organisations and institutions, such as the United Nations, in the framework of their together campaign, CESI (the European Confederation of Independent Trade Unions) and the European Movement International (EMI).

Today, the need to highlight the positive contribution of mobility and a diverse citizenship and to foster a new approach to such issues is more urgent than ever. With the xenophobic political discourse gaining influence and nationalistic sentiment rising, migrants all across Europe are often framed as the scapegoats for the problems Europe faces today. Furthermore, New Europeans suffer from an underrepresentation in politics and institutions, which makes their voice and needs even more difficult to be heard.

In this context, Friends of New Europeans wants to provide a platform for the MEPs to play an active role in improving the integration and active European citizenship of New Europeans, while discussing the role of economic engagement and entrepreneurship in fostering integration. For this reason, the group organizes formal and informal meetings to enhance dialogue between European institutions, national, regional and local authorities, civil society representatives, scholars and business associations on the issues of migrant entrepreneurship, social innovation and integration policies.

For more information, visit friends.theneweuropean.eu

PARTNERS





business

woman

126
% INCREASE

Women in Entrepreneurship

Women form approximately half of the European population and in the last decade they started to become important participants in the economy as entrepreneurs. In



SUBSCRIBE
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Our New European Days reports!



DIVERBusiness



Japanese Business Environment

An archipelago located in the east end of the continent, Japan is ...

DIVERSocieties



Oriental Zodiac

This year is Monkey. And yours? China has celebrated a Happy New ...

Meet the New Europeans



Empowering entrepreneurial New Europeans

Jean Monnet was saying that the European project can only succeed if ...

Archives



Europe and its neighbours: The good, the bad and the ugly

To foster security, stability and prosperity in its Neighbouring countries, the European ...

Our Magazine



FREE TRADE AND THE EU'S ROLE IN AN INTERCONNECTED WORLD



YOUR
CONTRIBUTION

PUBLICATIONS

As the biggest European representation of entrepreneurs and business professionals with a migrant background, whom we refer to as New Europeans, UNITEE wants to play an active role in ensuring that its members, and Europeans in general, are better informed of their representatives' positions.

On the occasion of the 2014 European Elections, UNITEE conducted interviews with Members of the European Parliament (MEPs) and created a multimedia platform to display the videos: EUROVOICES.

How it works: Visitors can simply visit our website and select the videos by MEP or by topic (Active Citizenship, EU-Turkey Relations, Gender Equality, Immigration, SMEs, Youth Unemployment).

For more information, visit unitee.eu/media/eurovoices

This is the list of the MEPs we interviewed:

- Daniel CASPARY (EPP)
- Jürgen CREUTZMANN (ALDE)
- Isabelle DURANT (Greens)
- Hélène FLAUTRE (Greens)
- Astrid LULLING (EPP)
- Barbara MATERA (EPP)
- Gesine MEISSNER (ALDE)
- Elisabeth MORIN-CHARTIER (EPP)
- Raimon OBIOLS (S&D)
- Ria OOMEN-RUIJTEN (EPP)
- Pier Antonio PANZERI (S&D)
- Tonino PICULA (S&D)
- Olle SCHMIDT (ALDE)
- Salvador SEDÓ i ALABART (EPP)
- Jutta STEINRUCK (S&D)
- Marc TARABELLA (S&D)
- Jan ZAHRADIL (ECR)
- Gabriele ZIMMER (GUE)



All through its story, UNITEE has worked to provide a fresh and expert view on the main policy issues discussed by the EU institutions and the main stakeholders surrounding them. Its policy work has regarded topics as diverse as migrant entrepreneurship, innovation, business and trade, all at the highest levels allowed by its position at the heart of Brussels.

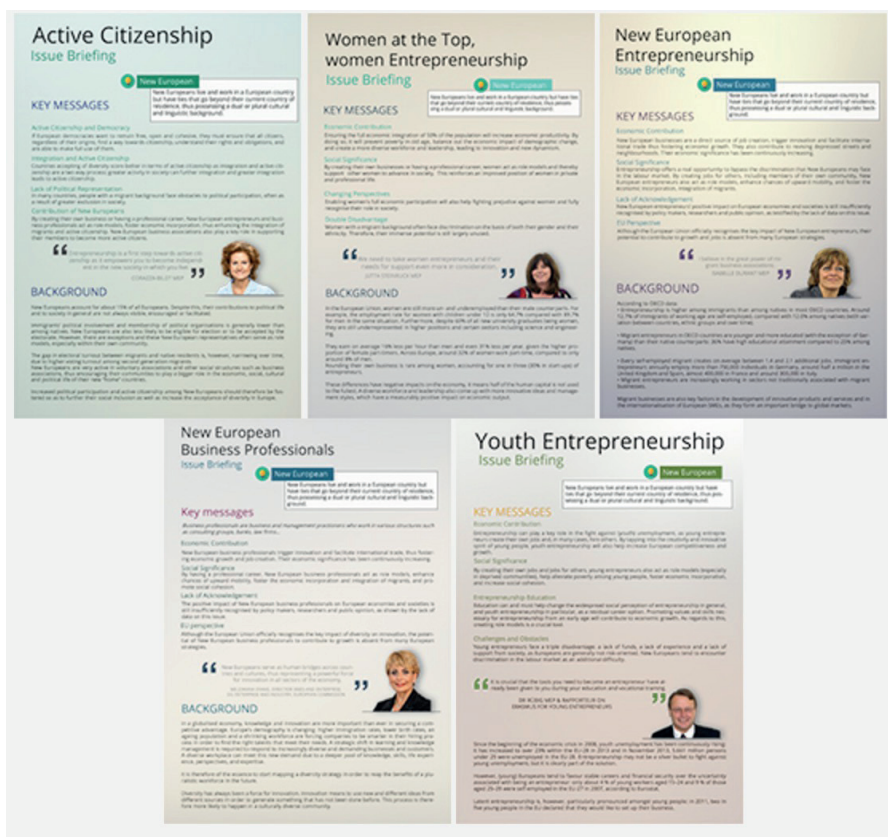
UNITEE's policy work has manifested itself in many form, ranging from the participation to events to the preparation of in-house briefings and articles for UNITEE's blog and magazines, up to the participation in surveys and other forms of advice to policy makers.

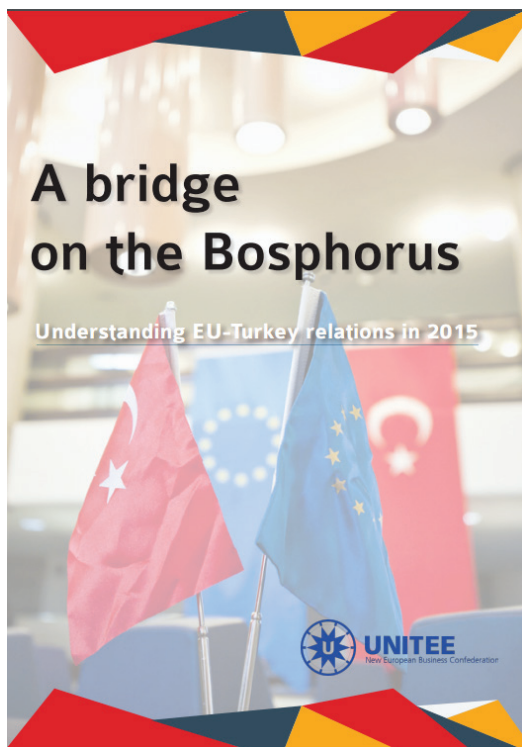
To clarify its position on some of the most relevant and core issues it is dealing with on a regular basis, in 2014 UNITEE has published a series of **issue briefings**: short documents and policy papers, all of them no longer than one page, that communicate in an easy and immediate way the position of UNITEE on those relevant issues.

Issue briefings have been dedicated to the following issues:

- Active Citizenship
- Women Entrepreneurship
- New European Entrepreneurship
- New European Business Professionals
- Youth Entrepreneurship

For more information, visit unitee.eu/publications/positions-papers





2014 and 2015 were two years of turmoil for the relationship between Turkey and the EU. In order to understand the situation, and especially the impact of the political situation on the economic links between the two countries, UNITEE dedicated two roundtables to the issue (see pages).

As a result from the roundtables, UNITEE has published the position paper 'A Bridge on the Bosphorus: Understanding EU-Turkey Relations in 2015'.

The position paper sheds light on the complex chain of events unfolding in Turkey, analysing the political as well as the economic situation in the country and offering concrete recommendations to overcome the recent challenges. In doing so, the final aim was to answer to our members' concerns and support entrepreneurial engagements in the region.

The publication is still relevant. Even after two years from its first edition, the political situation in Turkey has not changed: the country is showing pronounced tendencies away from the basic values of rule of law and democracy and towards an increasingly autocratic rule. . The situation has had a lasting effect on Turkey's relations with the EU. In particular, the European Commission and Parliament have criticised the behaviour of the Turkish government and ruling party, the AKP, by making it clear that Turkey is drifting away from European values and its obligations as a candidate to accession.

Nevertheless, EU institutions recognise the fundamental importance of Turkey as a partner. For this reason, the strategy is to keep open the cooperation wherever possible: the EU will not focus only on the accession progress, but it will foster progress in other areas.

There are three factors to explain the current issues: external since the MENA region is in turmoil; structural, since Turkey's growth model needs modernisation. And political, given the government's erratic behaviour. To overcome its difficulties, Turkey needs comprehensive reforms in both the short and the long term. The fight against corruption, increased transparency and measures aimed at improving productivity are necessary if Turkey wants to start attracting investments again.

More info on: <http://unitee.eu/media/doc/Turkey-Report-2015-final.pdf>

Born in 2013 as a way to communicate the vision and ideas of UNITEE and its network to a public as wide as possible, in the course of 2015 and 2016, UNITEE's blog was renovated to put at its core the importance of diversity and migrant entrepreneurship for the well-being of the European Union. Such a focus is motivated by UNITEE's position. As the biggest representation of New European entrepreneurs and business professionals in Europe, UNITEE wants to play an active role in a double direction: first, in ensuring that its members, who are all of migrant background, feel at home in Europe and acknowledge their sharing of the European ideal. Wherever they live, they should be fully involved in the European adventure of which they are part. And secondly, in advocating for their fundamental role with the European wider public, going against the common belief that sees migrants as a danger and a risk and showing the real advantages they can bring to the European economy and society.

The first big renewal happened in occasion of the New European Days. Approaching the big event of June 2015, the blog was also specifically dedicated to communicate the message of the big event, presenting its protagonists and showing the possibility for business for European companies in extra-European countries.

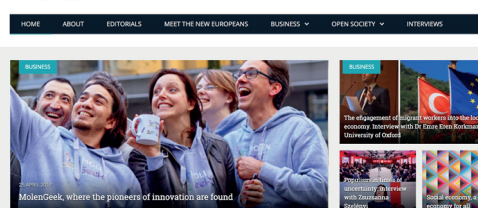
As a coronation of its efforts to advocate for the importance of diversity in the European economy, UNITEE's blog has been selected as a finalist for the UNAOC-EF Summer School 2015, awarded by the United Nations.

A further development saw the blog change its skin another time: in an effort to streamline the external communication approach of UNITEE, UNITEE's blog has been relocated under a new heading: theneweuropean.eu. This change has been decided in order to make the blog more consistent with UNITEE's magazine The New European (see page XX) and general communication effort. But if the form changes, adapting itself to the changes in the European society and political environment, the vision remain the same. The success of the blog so far is testified by its number: in its latest iteration, the blog has so far reached 81.166 views having 2067 followers on Facebook and 1521 on Twitter.

UNITEE BLOG



THE NEW EUROPEAN



81,166
views

364 articles

Twitter

1521 Followers

2676 tweets

Facebook

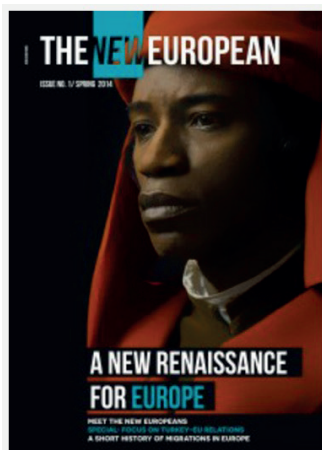
2.099 Fans

17.900

Engagements

The New European started as UNITEE's quarterly magazine in 2014. Its aim is to provide a platform for an open and rich debate on the present and the future of Europe, unearthing the role of New Europeans in contributing to the solution of some of the most pressing challenges it is facing. Every issue is dedicated to a specific topic at the core of the European debate, which is analysed by a variegated and lively team of contributors and practitioners coming from all sectors of expertise.

Since the end of 2016, in order to unify all forms of external communications, The New European has moved online, and has now become an online magazine, which can be found at theneweuropean.eu.



Issue 1: A new renaissance for Europe Spring 2014

The first issue of the New European is dedicated to presenting the positive value-added that diversity can bring to the EU: far from being a threat, it can be an opportunity. The magazine presents an in-depth and variegated overview of best cases and opinions by some of the most important experts and decision makers on the fields of migration, economy and industrial policies.

Main contributors: Graham Watson, former MEP and ALDE Party President; Rinus Penninx, Professor Emeritus, University of Amsterdam; Elizabeth Collett, Director of MPI.



Issue 2: The European Dream, a work in progress... Summer 2014

Published on the occasion of the 2014 European elections, this issue has a big ambition: to understand what is the European Dream and how it has been transformed in recent times. It puts together writers coming from a variety of backgrounds, in order to answer two questions: is the European dream still alive? And how does it look like in the 21st Century?

Main contributors: Michael Privot, Director of ENAR; Neelie Kroes, Former European Commissioner for the Digital Agenda; Gunilla Algem, President of UEAPME.



Issue 3: Divercities: melting pots as cradles of innovation Autumn 2014

The urban age is at the centre of the issue, which looks at the challenges and opportunities presented by global cities: with their diverse ecosystem, they are at the forefront of some serious issues, but they also are the engines of the contemporary economy. With this idea in mind, the issue presents some successful cases and suggestions on how to make Europe a urban continent.

Main contributors: Manjula Luthria, Economist, World Bank; Anna Lisa Boni, Secretary General, EUROCITIES; Jan Schmitz, DG Trade, European Commission.



Issue 4: Free movement between theory and reality Spring 2015

The aim of the issue is to analyse the importance of the value of free movement as a core value of the European Union, its economic impact added and the extent to which it still has limits to full efficiency. Some articles are also dedicated to the strategic importance of investing in education.

Main contributors: Jo Leinen, MEP and President of EMI; Syed Kamall, MEP and head of ECR group at the European Parliament; Xavier Prats Monné, Director General for Education and Culture, European Commission.



Issue 5: The new pioneers: discovering the potential of New Europeans Summer 2015

The issue, published in the occasion of the New European Days, is centered on the rich economic, social and cultural potential of migrants and New Europeans and on the long-term impact of diversity on Europe. A specific section is dedicated to assessing the connection between migrations and development.

Main contributors: Didier Reynders, Belgian Minister for Foreign Relations; Michael Clemens, Research Manager at the Center for Global Development; Monder Ram, Director of CREME at the University of Birmingham; Giles Merrit, Editor of Europe's World.



Issue 6: Free trade and the EU's role in an interconnected world Autumn 2015

The issue is dedicated to looking at the relevance of free trade for the EU, both as a value and as a political tool. It tries to understand how, and in which sectors, trade has still an important role to play, and if it can be leveraged for the benefit of all, keeping an eye on the important debate surrounding TTIP. The issue also features an exclusive interview to Margrethe Vestager, European Commissioner for Competition.

Main contributors: Ricardo Hausman, Harvard University; James Lockett, Vice-President, Huawei; Klaus Schwab, Founder, World Economic Forum; Laura Tyson, Berkeley University.



Issue 7: SMEs, the EU's engine of growth Spring 2016

The issue delves into the centrality of SMEs to the European economy, both as job providers and innovation creators. The issue also aims at understanding how SMEs can not only be our present, but also become our future, by proposing some solutions to policy makers and politicians. From 3d printing to contributing to solving the migrant crisis, SMEs still can provide new ideas to address some of the most serious social, economic and environmental issues of our times.

Main contributors: Paula Schwarz, Co-founder, StartupBoat; Othmar Karas, MEP, Vice-President of the EPP; Ayesha Khanna, CEO, The Keys Academy.

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